LANGUAGES AND THE MEDIA
20/09/2021

# WORKSHOP
# Easy-to-understand language in audiovisual translation and accessibility

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# Background:
# the EASIT project in 5 minutes

Erasmus + Strategic Partnerships in Higher Education.

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sepie SERVICIO ESPAÑOL PARA LA INTERNACIONALIZACIÓN DE LA EDUCACIÓN

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# How EASIT started

Easy-to-Read

Audiovisual

UAB
Universitat Autònoma
de Barcelona

Stiftung Universität Hildesheim
2003

SDI
HOCHSCHULE FÜR
ANGEWANDTE SPRACHEN

RADIO
TELEVIZIJA
SLOVENIJA

DYSLEXIFÖRBUNDET FMLS
DYSLEXIFÖRBUNDET FMLS

kisa

UNIVERSITÀ
DEGLI STUDI DI TRIESTE

Universidade Vigo

# How it developed

Mapping

AV?

Skills card

Curriculum

Materials

Certification

# Results

- Mapping: IO1 report
- Recommendations for AV: IO2 report
- Skills card: IO3 report
  - Expert in Easy-to-Understand Subtitles
  - Expert in Easy-to-Understand Audio description.
  - Expert in Easy-to-Understand Audiovisual Journalism.
- University and MOOC curricula: IO4 report.
- Training materials: IO5 report + platform.
- Certification strategies: IO6 report.

# Training materials

## PAGINES.UAB.CAT/EASIT

## TRANSMEDIACATALONIA.UAB.CAT/EASIT

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# About this workshop

Based on EASIT training materials

- What is easy-to-understand language?
- Who are the end users of easy-to-understand content?
- What are the basic rules of easy-to-understand language?
- Can we create easy-to-understand subtitles?
- Can we create easy-to-understand audio description?

# Video 1

Unit 2-Element 1- Item 1

“Easy-to-understand language, Easy-to-read and Plain Language”, by Christiane Maass

Length: 5 minutes.

# Video 2

Unit 2-Element 1- Item 2

“Target audiences of E2U and their needs”, by Sergio Hernández

Length: 7 minutes.

# Video 3

Unit 2-Element 1- Item 4

“Basic rules of E2U”, by Sergio Hernández

Length: 6:30 minutes.

# Examples from written texts

Inclusion Europe (Easy-to-Read)

https://www.inclusion-europe.eu/category/etr/

Plain Language

https://www.plainlanguage.gov/examples/

# Think about the following…

Any information on E2U, ER, EL, PL in your languages and contexts?

Any regulations or recommendations that you are familiar with?

What about end users?

Can this be transferred into subtitling and audio description?

# Activity 1

Video provided by Radio Television Slovenia (thanks to Andrej and Veronika).

Raw video (“Activity 1_source video”) and raw subtitles (“Activity 1- source subtitles”).

How would you create easy subtitles intuitively?

*Language will be our focus, but you may want to think how you would approach time coding.*

# Activity 2

Standard audio introduction by Louise Fryer, provided by Elisa Perego

(Excerpt 1) Welcome to this audio introduction to Slumdog Millionaire directed by Danny Boyle in 2008. It's based on the novel Q&A by Vikas Swarup with screenplay by Simon Beaufoy. It has a running time of 2 hours, and stars Dev Patel and Frieda Pinto.

Word file provided

# Activity 2

(Excerpt 2) Their home is a shack – one of thousands cobbled together from sheets of corrugated iron, painted wooden planks and scavenged cardboard in the teeming Juhu slums - sandwiched between an airport runway, a vast rubbish tip and the railway tracks at the edge of the city. Rubbish litters the slum's narrow passageways. It's a patchwork of poverty but rich and throbbing with life – and full of colour – walls are daubed in blue and yellow, the women wear patterned saris of every hue, there are fruit and vegetables for sale at outdoor stalls, and painted statuettes of gods set up in home-made shrines.

# Activity 1: possible solution from EASIT

Video lecture and sample by Rocío Bernabé-Caro and Piero Cavallo. Length: 11 minutes.

https://transmediacatalonia.uab.cat/easit/unit-3a/element-1/sample-5-creation-of-e2u-subtitles-news-english-subtitles/

# If you want to know more

- What are E2U subtitles?

https://transmediacatalonia.uab.cat/easit/unit-3a/element-1/what-are-e2u-subtitles/

- Visual aspects

https://transmediacatalonia.uab.cat/easit/unit-3a/element-2/subtitling-parameters-visual-aspects/

- Editorial aspects

https://transmediacatalonia.uab.cat/easit/unit-3a/element-2/subtitling-parameters-editorial-aspects/

- Contextual aspects

https://transmediacatalonia.uab.cat/easit/unit-3a/element-2/subtitling-parameters-contextual-information/

# Activity 2: EASIT solution by Elisa Perego

Audio introduction:

https://transmediacatalonia.uab.cat/easit/unit-3b/element-1/e2u-audio-introductions-ais-a-sample/

# If you want to know more...

What is E2U screen AD?

https://transmediacatalonia.uab.cat/easit/unit-3b/element-1/what-is-e2u-screen-ad/

What is E2U audio introduction?

https://transmediacatalonia.uab.cat/easit/unit-3b/element-1/what-is-e2u-audio-introduction/

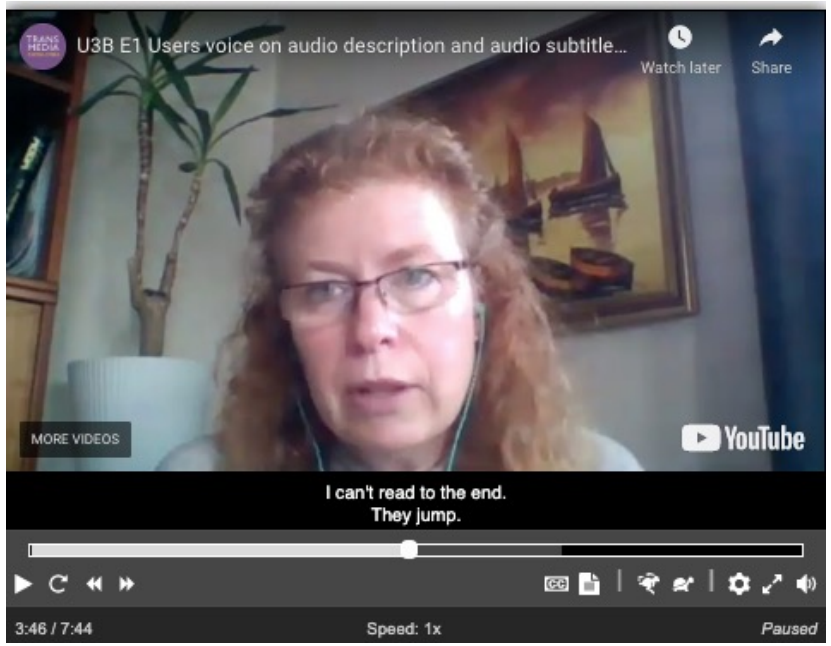
And many more on EASIT website.

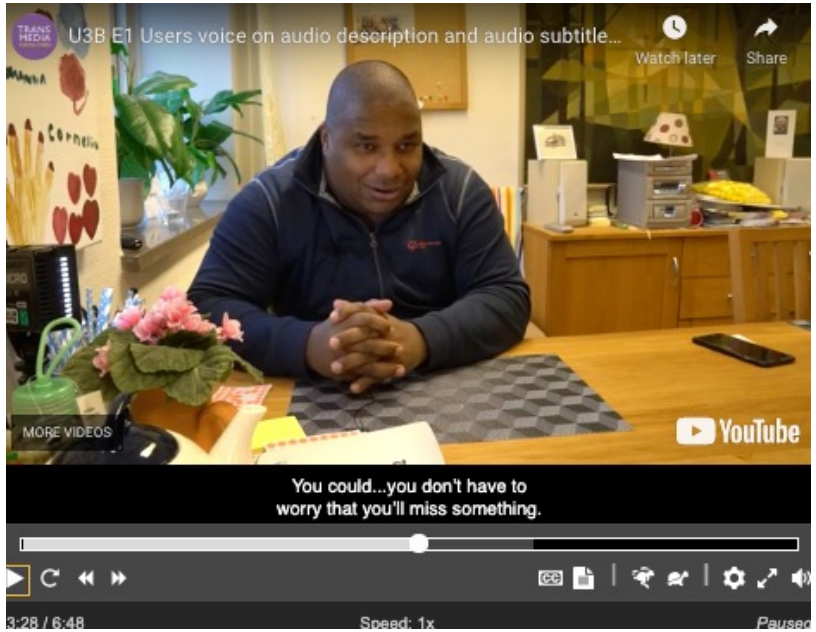
# Why are we doing this?

https://transmediacatalonia.uab.cat/easit/unit-1/element-3/the-right-to-understand/

Dominique Kantor speech at the UN. Fundación Visibilia.

# Why are we doing this?



# What is missing?

**RESEARCH**

# Disclaimer

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Departament d'Empresa i Coneixement
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